

Castlight Overview

Colorado Commission on Affordable
Health Care – December 2015

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castlight[™]
HEALTH

SUCCESSFUL COLLABORATION IN THE MARKETPLACE

LOCAL EMPLOYERS LEVERAGING OUR TECHNOLOGY TODAY



CHALLENGE: BENEFITS STRATEGY IS COMPLEX

Employer's must manage:

Low program engagement

Lagging data & disparate sources

Difficulty identifying at risk employees real-time

Analyzing regulatory and compliance requirements



Corporate Wellness: **\$7B**
industry, with **534**
companies

2351
Healthcare Technology
Startups in 2015

2008 - **58%** of
companies offered
wellness programs
2015 > **70%**

OUTDATED PRACTICES

How businesses operate

Real-time data on business performance, accessible from world-class technology platforms

Culture of experimentation: pilot, pivot, fail fast

Know your end consumer and target effectively through personalized campaigns

Constantly gather feedback and insights, continual improvement

How employer benefits operate

Performance data is typically 6-12 months old, typically delivered in PDF or excel

Make changes once per year, requires legal approval

Communicate everything to everyone, typically once per year, in a 90 page paper booklet

Only immediate source of feedback is when someone calls to complain. Ultimately no insights until claims come 12 months later

It is time employers ran benefits like a business!

NEGATIVE IMPACT ON EMPLOYEES

Most companies have 10 programs with less than 10% adoption

Communications are one size fits all

Employees experience isn't personalized

Employees pay too much for healthcare

30% of healthcare spend is wasted

Low quality care and poor outcomes

Confusing & Time Consuming

CONSUMER TECHNOLOGY HAS CHANGED EMPLOYEE EXPECTATIONS

The screenshot shows the Amazon.com homepage for a user named Rebecca. The top navigation bar includes the Amazon Prime logo, a search bar, and links to 'ELECTRONICS Gift Guide', 'Daily Deals', 'Hello, Rebecca', 'Your Account', 'Your Prime', 'Your Lists', and a shopping cart. Below the navigation bar, a header section displays 'Rebecca's Amazon' with a profile icon, and several account metrics: 'ON ORDER 1 item', 'NEXT DELIVERY Nov 18', 'GIFT CARD BALANCE \$0.00', 'AUDIBLE AUDIOBOOKS Try Audible', and 'CUSTOMER SINCE 2005'. The main content area is titled 'Recommended for you, Rebecca' and features four personalized product categories: 'Buy It Again' (13 items), 'Camping and Hiking' (7 items), 'Comic Books' (34 items), and 'Women's Shoes' (7 items). Each category displays a grid of relevant products.

*Employees expect personalization and decision support, real-time .
Drive the right people, to the right care, at the right time*

A TRANSPARENCY TOOL IS A GOOD “HOOK”

More direct member benefits than traditional health / wellness programs

Service	Price Range in Denver, CO		Price Variance
Low Back MRI	\$639		\$2,632
			4x

Example family budget	
Annual income	\$60,940*
Bi-weekly take-home pay	\$2,344
HSA Plan family deductible	\$12,700
Possible MRI savings opportunity	\$1,993
% of bi-weekly take-home pay	85%

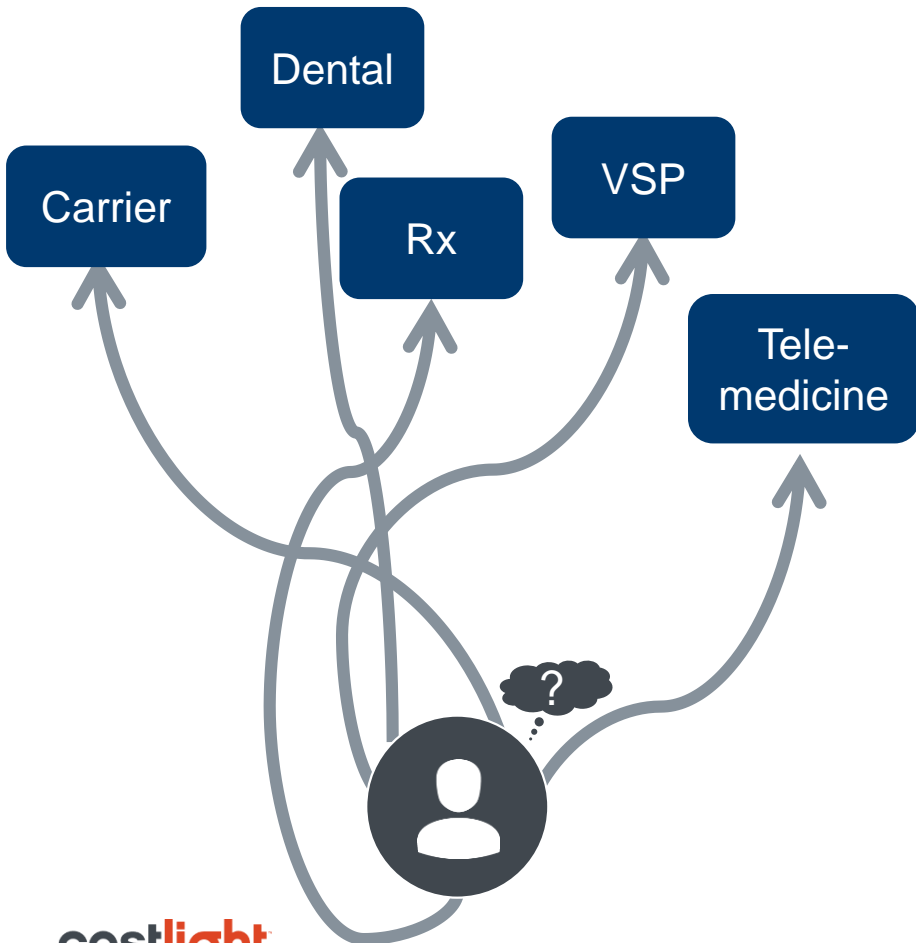
Just one shopping decision could save a family 85% of bi-weekly pay. What other healthcare benefit can offer such an immediate value proposition?

*2014 Kaiser Family Foundation Median Annual Household Income for Colorado

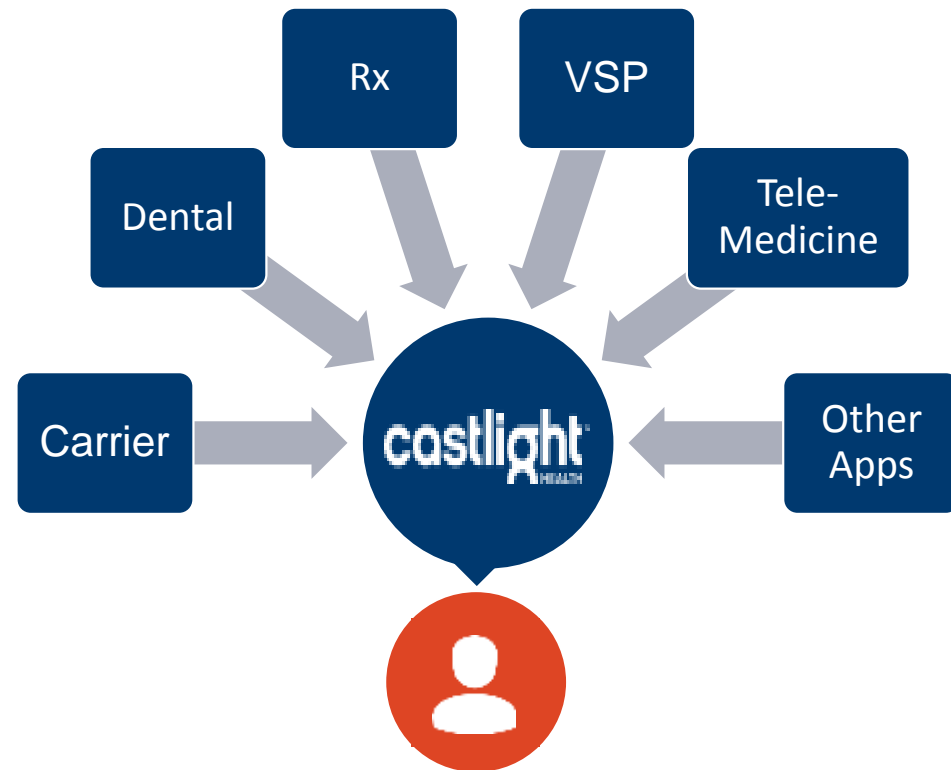
A PASSIVE TRANSPARENCY TOOL IS NOT ENOUGH

Employers need a benefit hub for all products

From This



To This



CASTLIGHT OFFERS A BETTER SOLUTION

Employer Benefits Can be a Strategic Advantage

Employer Solution

- One Hub for all Vendors
- Access to real time search data
- Predictive Reporting for future services
- Automated, Targeted Campaigns
- Real time dashboards, Results Tracking and Reporting
- Unlock Voluntary Benefit Investments

Employee Solution

- Personalized Web and Mobile Consumer Shopping Experience for more than 1,400 services
- One stop shop for benefit management
- Best-in-Class Cost and Quality Transparency
- Educational & Decision support tools
- Intuitive User Experience

Results

3.7X Return on Investment
(BoB results in Yr. 2)

7% lower trend
among Castlight users
(Y-o-Y)

14% lower lab, imaging costs
among Castlight users
(Y-o-Y)

Employee Solution

- Personalized Consumer Shopping Experience
- One-Stop-Shop for Benefit Management
- Cost & Quality Transparency
- Educational & Decision Support

PERSONALIZED EMPLOYEE SHOPPING EXPERIENCE

Everything is personalized to each member

Welcome Melissa! Make healthcare decisions with confidence.

Find doctors, services, conditions, or medicines

Pleasanton, CA

Natural language search ensures members can find all the necessary resources

Members always know their plan status

\$311
spent to date

Medical, Melissa
\$2,689
remaining deductible

6
claims

May 15, Well child exa...
May 15, Well child exa...
May 15, Office visit for...

Browse
for care

Doctors Ob/Gyn
Medicines Tests
Primary Care More...

Learn more about your medicines

You could save on Cymbalta when it becomes available as a generic medicine in the near future.



[Learn More »](#)

[No thanks!](#)

Reset ●●●●● [View all »](#)

Earn \$50 for taking your
Health Risk Assessment

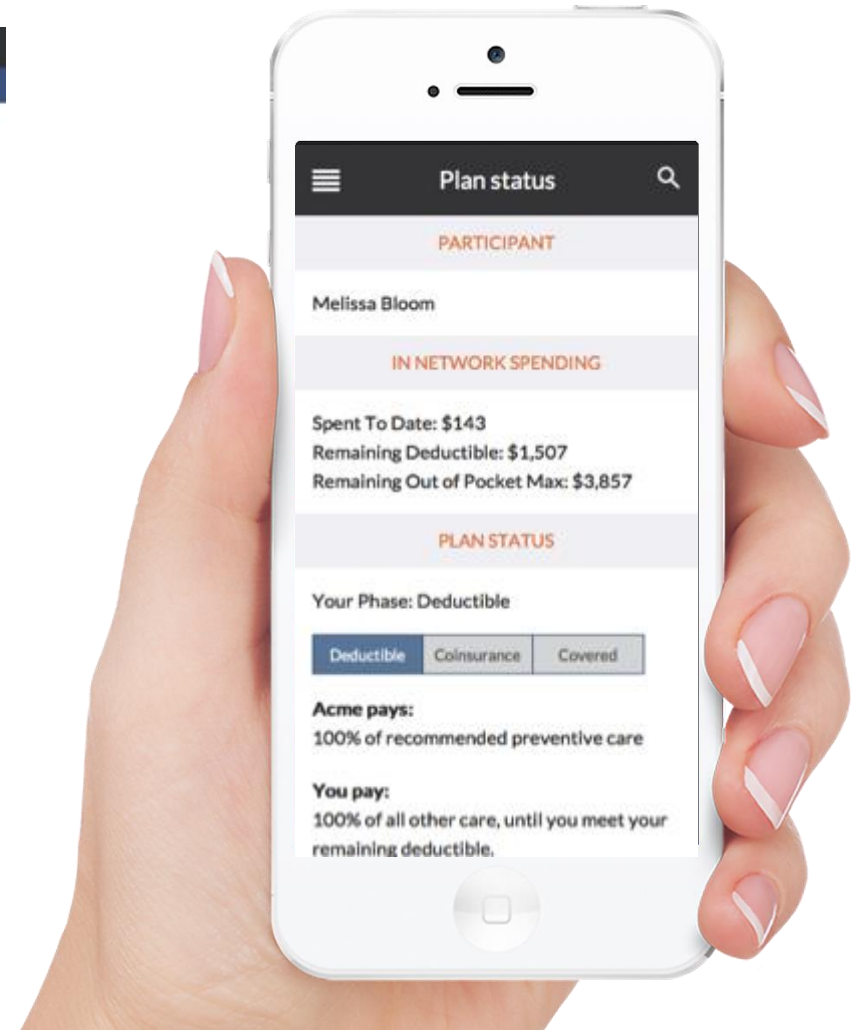
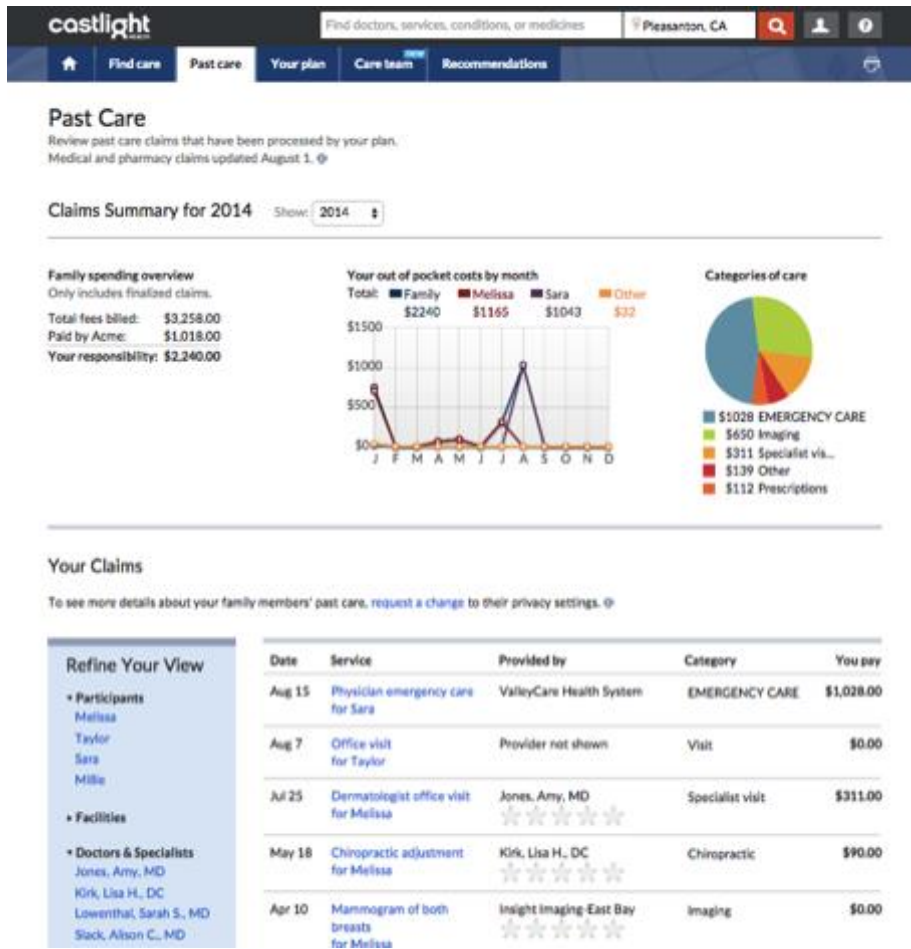


[Learn More ▶](#)

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ONE PLACE FOR ALL BENEFITS INFORMATION



COST AND QUALITY TRANSPARENCY

The screenshot displays the Castlight Health website interface for searching medical services. At the top, there's a search bar with the text "Find doctors, conditions, services, and more" and a location dropdown set to "Pleasanton, CA". Below this is a navigation bar with tabs: "Find care", "Past care", "Your plan", "Care team", and "Recommendations". The main content area is titled "Knee replacement surgery" and shows a list of providers. The list is sorted by "Distance" (25 miles) and shows "1-10 of 1032" results. Each provider entry includes the hospital name, address, distance, quality ratings (knee surgery quality and patient ratings), and estimated costs (Estimated price, Acme pays, and You pay). A "Show map" button is visible on the right. Annotations highlight the ability to compare providers based on quality and patient satisfaction, and that members always know their out-of-pocket costs.

Castlight HEALTH

Find doctors, conditions, services, and more

Find doctors, services, conditions, or medicines

Pleasanton, CA

Find care Past care Your plan Care team Recommendations

Knee replacement surgery

Sort by Distance Distance 25 miles

Refine your search Show filters

Compare 1-10 of 1032

Alberta Hospital
Acute care hospital
In-Network
2345 Mowry Ave
Berkeley, CA 94931 (10 mi)

knee surgery quality
★ patient ratings (300+)

Estimated price: up to \$70,200
Acme pays: up to \$68,700
You pay: up to \$1,500

Bayside Hospital
Acute care hospital
In-Network
5432 Telegraph Ave, Suite 234
Berkeley, CA 94705 (13 mi)

knee surgery quality
★ patient ratings (300+)

Estimated price: up to \$70,200
Acme pays: up to \$68,700
You pay: up to \$1,500

Central Hospital
Acute care hospital
In-Network
35200 Lake Chabot Rd, Suite 450
Berkeley, CA 94934 (12 mi)

knee surgery quality
★ patient ratings (300+)

Estimated price: up to \$70,200
Acme pays: up to \$68,700
You pay: up to \$1,500

Dakota Hospital
Acute care hospital
In-Network
240 Johnson St
Berkeley, CA 94936 (15 mi)

Not rated

Estimated price: up to \$70,200
Acme pays: up to \$68,700
You pay: up to \$1,500

Show map

About knee replacement surgery
Knee replacement surgery is a surgical procedure that replaces a..... [Learn more »](#)

See also:
[Orthopedic Surgeon, Adult Primary Care, X-Ray, Lab Test, Electrocardiogram \(EKG/ECG\)](#)

Compare providers based on quality and patient satisfaction

Members always know their out of pocket costs

BEHAVIORAL HEALTH GAME CHANGER

castlight HEALTH


Depression

San Francisco, CA

Find care Past care Your plan Rewards Recommendations Care team

Depression affects many of us.
It is treatable.
Castlight can help.


[Learn how](#) to recognize depression.
You might also be interested in [anxiety](#), [insomnia](#), or [stress](#).


SELF CARE

Easy, free, and confidential videos and exercises from our partner, myStrength, that are clinically-proven to improve how you feel.

[Try self care](#)


[Learn more](#)


PROFESSIONAL CARE

Fully covered care through your Healthy Journeys EAP. Search for therapists, psychiatrists and more.

[Search now](#)

[Learn more](#)


CARE FOR OTHERS

Helpful information about your loved one's needs along with resources and support specifically for caregivers.

[View resources](#)

[Learn more](#)

EDUCATION & DECISION SUPPORT

It seems like you're doing a good job of handling your stress. ✕

Of course, everyone gets overwhelmed from time to time. If that happens, we have tools to help you get through it.



Educate yourself

Get information about stress, explore treatment options, and search for healthcare providers who can help you cope.

[Learn more](#)



Boost your mood

You can try some simple video-based exercises from the privacy of your own home. Many people report that these programs quickly help to improve their mood.

[Get started](#)



Professional care

If you'd like to look for a therapist, Castlight can help you choose the one that's right for you. You may even qualify for free therapy.

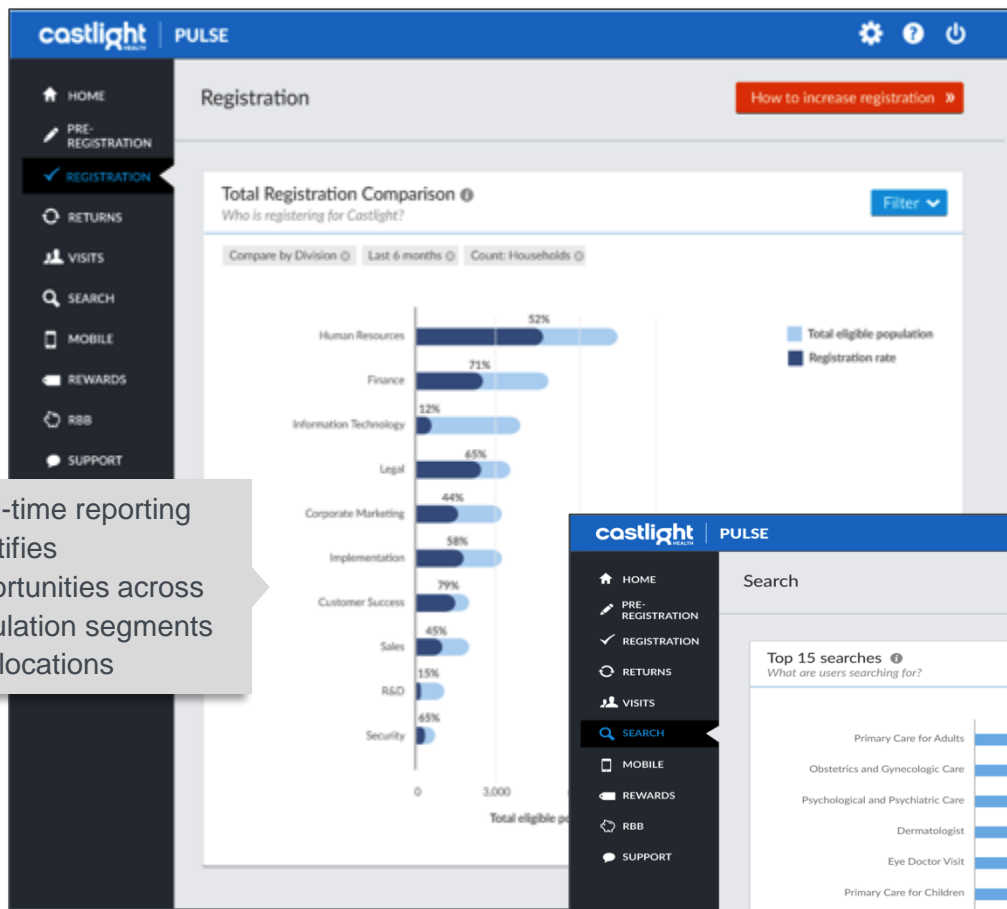
[Search therapists](#)

Employees get tips on how they and their families can get better care in the future

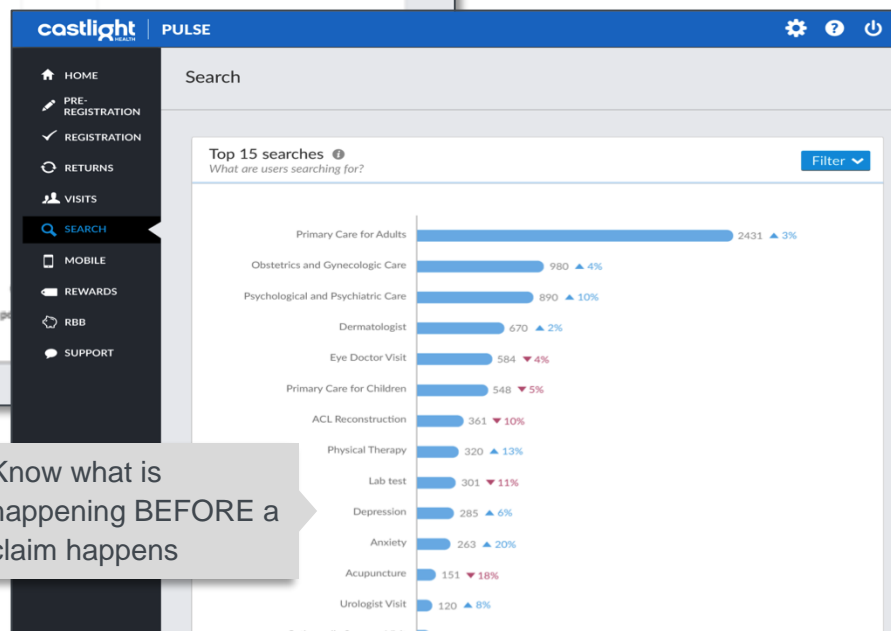
Employer Solution

- Predictive Reporting
- Employee Engagement
- Automated, Targeted Campaigns
- Results Tracking & Reporting

PREDICTIVE REPORTING ENABLED WITH PULSE

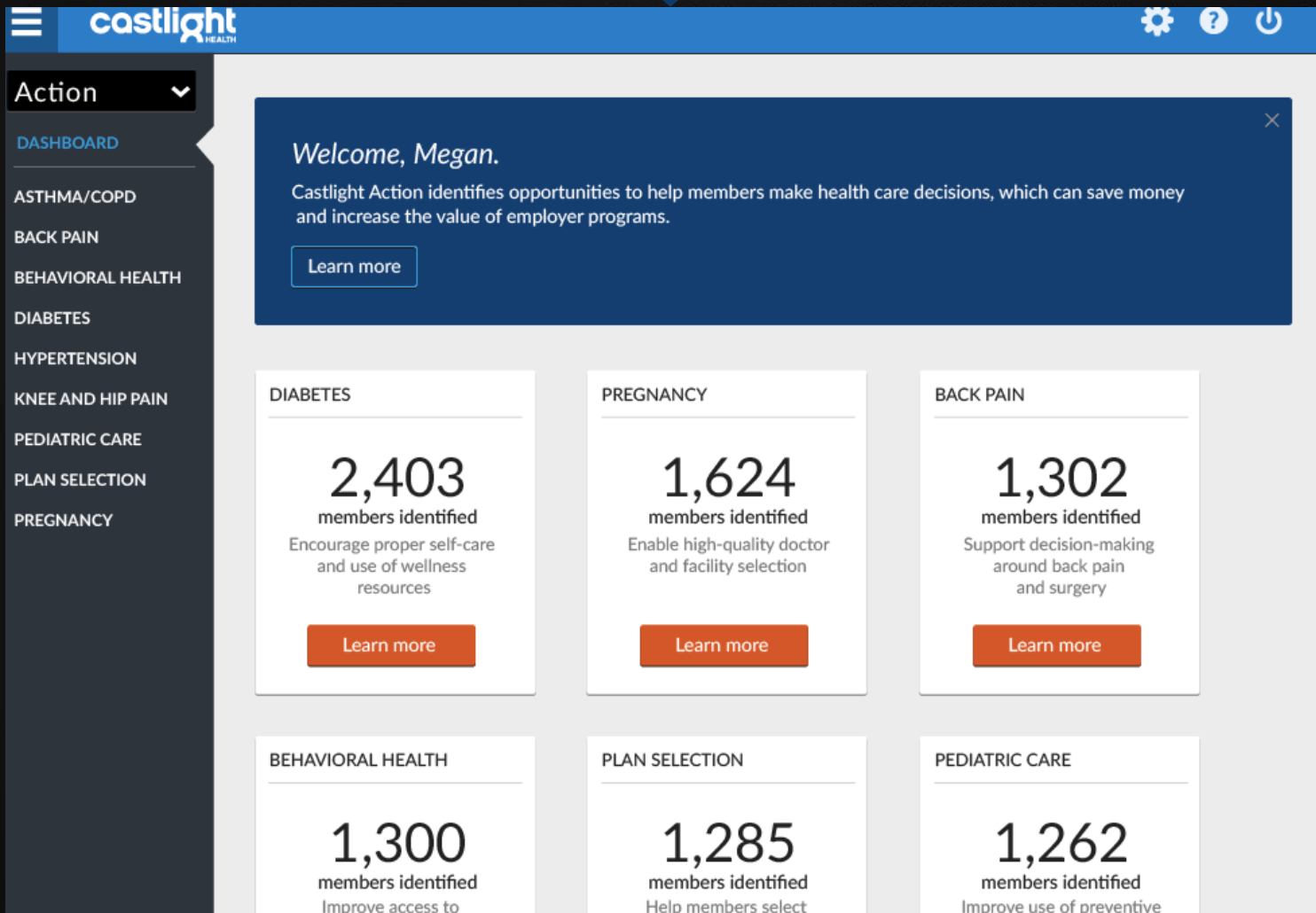


Real-time reporting identifies opportunities across population segments and locations

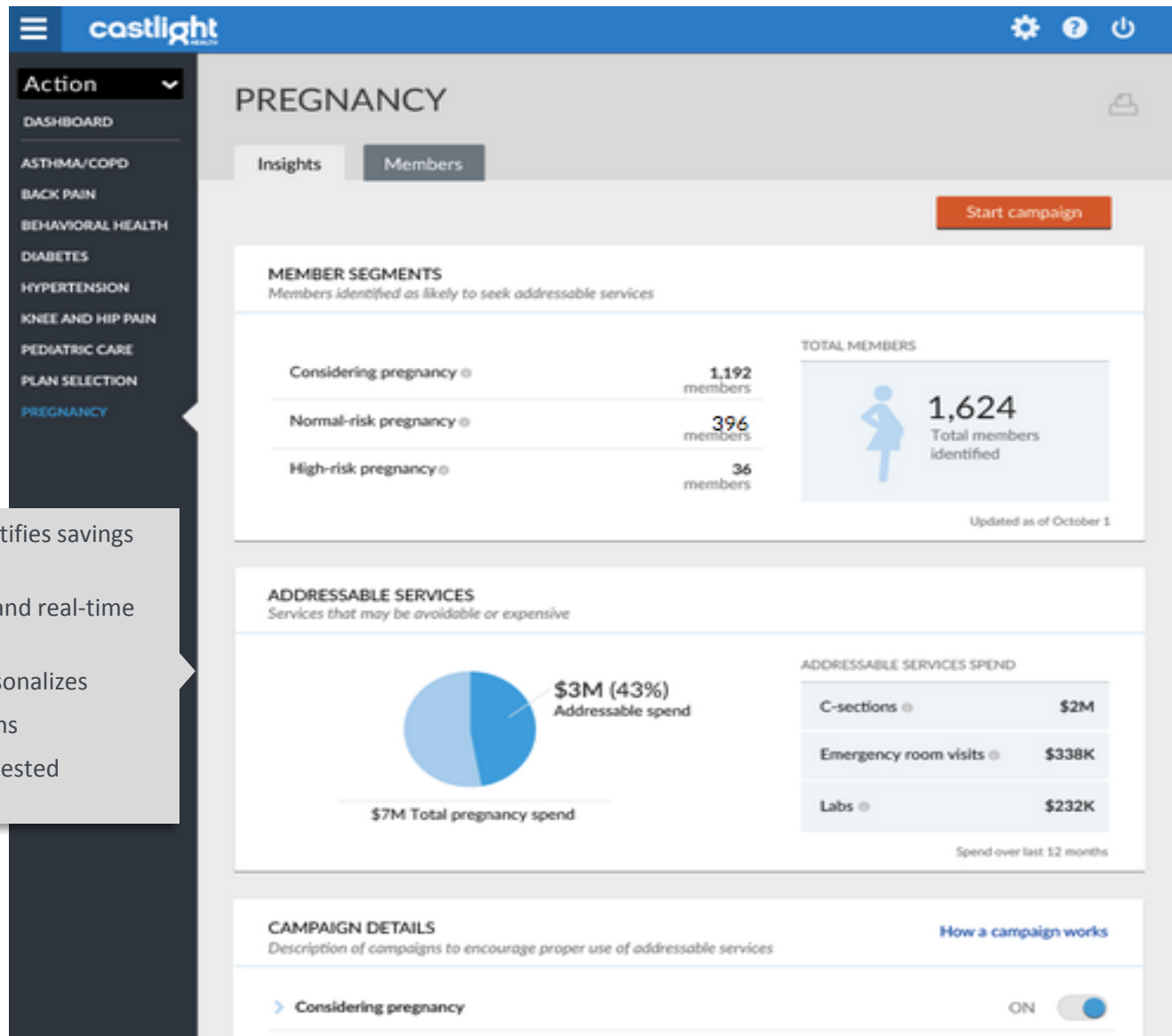


Know what is happening BEFORE a claim happens

ENGAGE EMPLOYEES WITH ACTION



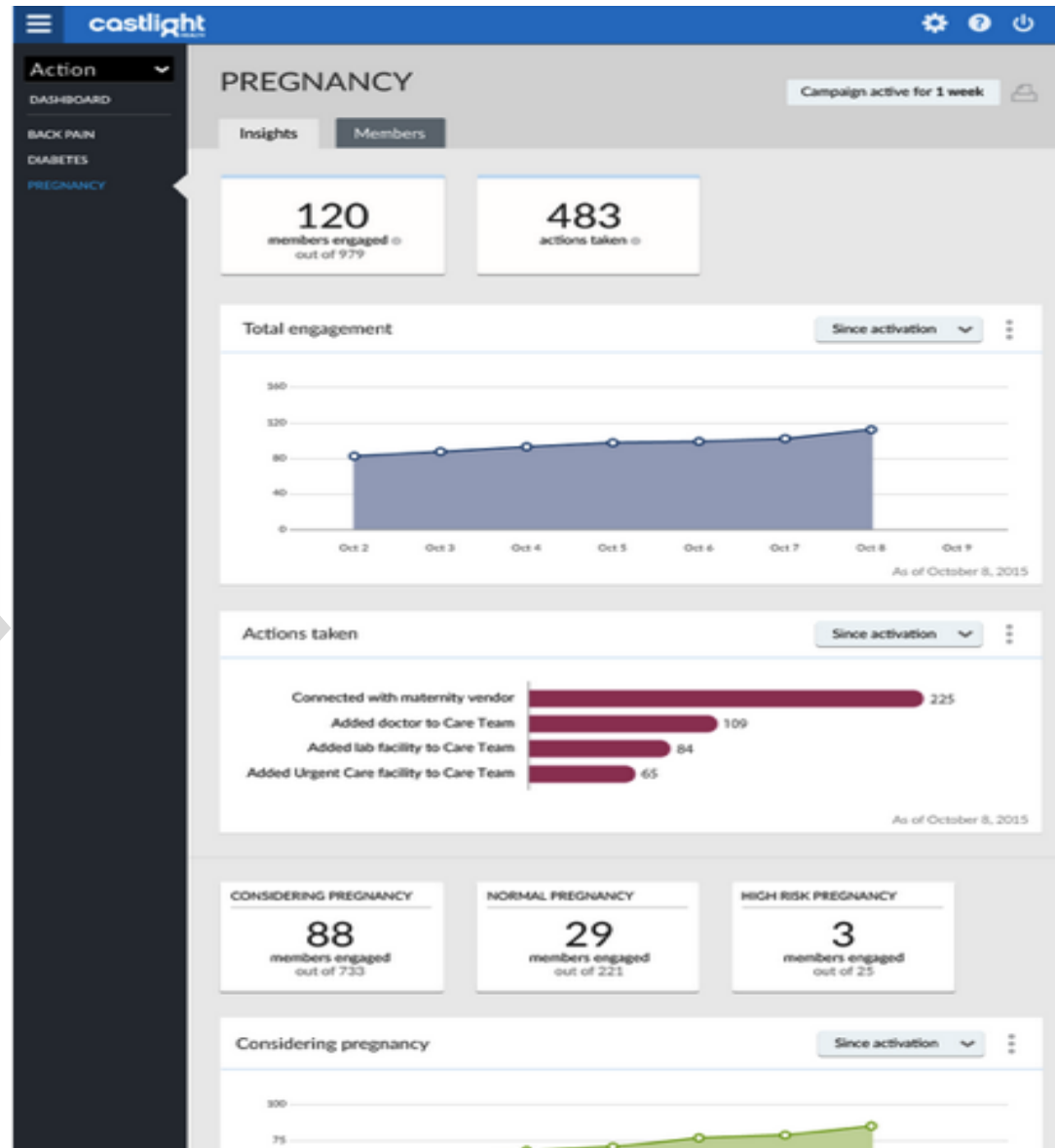
TARGETED, AUTOMATED ENGAGEMENT CAMPAIGNS



- Automatically identifies savings opportunities
- Uses Medical, Rx, and real-time search data
- Segments and personalizes
- One-click campaigns
- Pre-designed and tested campaign content

DRIVE BEHAVIOR CHANGE AND TRACK RESULTS

- See how campaigns are performing
- Look at different segments to see impact
- “Set and Forget” to constantly personalize outreach



AFTER CASTLIGHT

BENEFITS TEAM

- Easily roll out programs
- Increase program engagement
- Lower healthcare costs
- Happier, healthier, more productive employees
- Automated campaigns and engagement tracking
- Drive behavior change





AFTER CASTLIGHT

EMPLOYEES

- Informed quality and cost decisions
- Increased benefits satisfaction
- Personalized experience: find the right care at the right time
- Better outcomes

Thank You!



The Power of the Castlight Platform

Vendor Integration List



HSA



Telehealth



PBM Portals



Advocacy



Decision Support



Onsite Clinics



Wellness



Complete List of Quality Sources

Hospitals

SURGICAL QUALITY AND VOLUME

- Hip/knee replacement
- Coronary artery bypass
- Heart valve replacement
- Disc surgery
- Spinal fusion
- Other – 27 procedures in total

MEDICAL CONDITION CARE

Based on mortality and readmissions for:

- Heart attack; Heart failure; Pneumonia

IMAGING APPROPRIATE UTILIZATION

MATERNITY

- Early elective delivery
- Care of high risk babies

CHILD ASTHMA CARE

PATIENT RATINGS

Physicians

BRIDGES TO EXCELLENCE RECOGNITION AWARDS

- Medical homes
- Physician office systems
- Chronic condition care

PROCEDURE VOLUME

- Physician experience performing 74 different procedures across 18 specialty areas, including those for heart care, orthopedic care, OB/GYN and others

BOARD CERTIFICATION

PHYSICIAN PRACTICE QUALITY

(available for Minnesota only)

- Chronic condition care
- Use of electronic health records

PHYSICIAN AFFILIATIONS

PATIENT RATINGS

What's Working: Segment Employees



Kraft

Kraft Foods had high ER utilization at one plant

Castlight helped tailor messages to this segment based on employee preference

RESULT:

21% decrease in ER utilization

What's Working: Leverage Technology



AmeriGas



AmeriGas employees often travel to remote areas

iPads are provided so employees can access Doctors on Demand

Don't have to drive long distances to see a provider

RESULT:

12% DoD utilization, increased productivity, reduced ER utilization

What's Working: Frame The Message

FROM:

"Visit a doctor without going to a doctor's office."

TO:

"If you could see a doctor in the time it takes to drink that coffee, would you do it?"

Employees are more motivated by immediate outcomes

RESULT:

12.4% registration rate

What's Working: Provide Just In Time Support

A woman with long dark hair in a ponytail, wearing a grey sweater and blue jeans, is sitting on a white kitchen counter. She is looking down at a smartphone in her hands. The kitchen has white cabinets, a black stovetop, and a window in the background with a potted plant on the sill.

Honeywell

Uses predictive modeling to identify employees in need of surgical decision support

Provides just-in-time outreach through a partnership a care management solution

RESULT:

37% of eligible employees have avoided unnecessary surgery